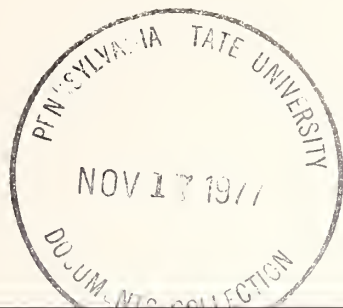
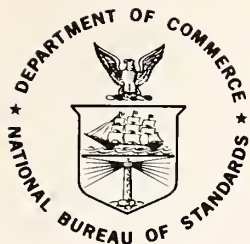


C13.20/2:69-76



Voluntary Product Standard

PS 69-76

U.S. DEPARTMENT OF COMMERCE/National Bureau of Standards

**MARKING OF ARTICLES
MADE WHOLLY
OR IN PART OF PLATINUM**



ANSI/VPS PS 69-76

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The National Bureau of Standards¹ was established by an act of Congress March 3, 1901. The Bureau's overall goal is to strengthen and advance the Nation's science and technology and facilitate their effective application for public benefit. To this end, the Bureau conducts research and provides: (1) a basis for the Nation's physical measurement system, (2) scientific and technological services for industry and government, (3) a technical basis for equity in trade, and (4) technical services to promote public safety. The Bureau consists of the Institute for Basic Standards, the Institute for Materials Research, the Institute for Applied Technology, the Institute for Computer Sciences and Technology, the Office for Information Programs, and the Office of Experimental Technology Incentives Program.

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¹ Headquarters and Laboratories at Gaithersburg, Maryland, unless otherwise noted; mailing address Washington, D.C. 20234.

² Located at Boulder, Colorado 80302.

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Dr. Sidney Harman, Under Secretary
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NATIONAL BUREAU OF STANDARDS, Ernest Ambler, Acting Director

Voluntary Product Standard PS 69-76

Marking of Articles Made Wholly or in Part of Platinum

**Approved by the American National Standards Institute on
April 18, 1977, as American National Standard ANSI/VSP PS 69-76**

Abstract

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as defined herein, offered for sale in the United States of America. Requirements given apply to making of "Platinum," "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium." Definitions of trade terms used and methods for identifying products that comply with the standard are included.

Key words: Jewelry, marking of; "Platinum," marking of; "Iridium," marking of; "Palladium," marking of; "Ruthenium," marking of; "Rhodium," marking of; "Osmium," marking of.

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VOLUNTARY PRODUCT STANDARDS

Voluntary Product Standards are developed under procedures published by the Department of Commerce in Part 10, Title 15, of the Code of Federal Regulations. The purpose of the standards is to establish nationally recognized requirements for products, and to provide all concerned interests with a basis for common understanding of the characteristics of the products. The National Bureau of Standards administers the *Voluntary Product Standards* program as a supplement to the activities of the private sector standardizing organizations.

ESTABLISHMENT OF A VOLUNTARY PRODUCT STANDARD

The role of the National Bureau of Standards in the establishment of a Voluntary Product Standard is to (1) act as an unbiased coordinator in the development of the standard, (2) provide editorial assistance in the preparation of the standard, (3) supply such assistance and review as is required to assure the technical soundness of the standard, (4) seek satisfactory adjustment of valid points of disagreement, (5) determine the compliance with the criteria of the Department's procedures, (6) provide secretarial functions for each committee appointed under the Department's procedures, and (7) publish the standard as a public document.

Producers, distributors, users, consumers, and other interested groups contribute to the establishment of a *Voluntary Product Standard* by (1) initiating and participating in the development of the standard, (2) providing technical or other related counsel as appropriate relating to the standard, (3) promoting the use of and support for the standard, and (4) assisting in keeping the standard current with respect to advancing technology and marketing practices.

USE OF A VOLUNTARY PRODUCT STANDARD

The use of a *Voluntary Product Standard* is voluntary; the National Bureau of Standards has no regulatory power in the enforcement of the provisions of the standards. However, since the standards represent a consensus of all interested groups, their provisions are likely to become established as trade customs. In addition, when a standard is made a part of a legal document, such as a sales contract or code, compliance with the standard is enforceable.

The benefits derived from *Voluntary Product Standards* are in direct proportion to their general recognition and actual use. Producers and distributors whose products meet the requirements of a *Voluntary Product Standard* may refer to the standard in advertising and on labels to promote greater public understanding of or confidence in their products. Purchasers may order products conforming to the requirements of the standards.

For copies of the *Voluntary Product Standards* procedures or for more information concerning the development and use of these standards you may write to: Standards Development Services Section, National Bureau of Standards, Washington, D.C. 20234.

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Marking of Articles Made Wholly or in Part of Platinum

Effective April 12, 1976 (See section 6)

(This Standard, which was initiated by the Jewelers Vigilance Committee, has been developed under the *Procedures for the Development of Voluntary Product Standards* of the U.S. Department of Commerce as a revalidation of CS 66-38, *Marking of Articles Made Wholly or in Part of Platinum*. See Section 7, *History of Project*, for further information.)

1. PURPOSE

The purpose of this Voluntary Product Standard is to establish nationally recognized marking requirements for articles made wholly or in part of platinum and to provide producers, distributors, and users with a basis for common understanding of the characteristics of this product.

2. SCOPE

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as herein defined, offered for sale in the United States of America. Definitions of trade terms used and methods for identifying products that comply with the Standard are included.

3. REQUIREMENTS

3.1. General—Products represented as complying with this Voluntary Product Standard shall meet all the requirements specified herein.

3.2. Application of quality marks—When an article is composed of mechanism, works, or movements and of a case or cover containing the mechanism, works, or movements, a quality mark applied to the article shall be deemed not to be, nor intended to be, applied to the mechanism, works, or movements.

3.2.1. Marks not applied—The quality mark applied to the article shall be deemed not to apply to springs, winding bars, sleeves, crown cores, mechanical joint pins, screws, rivets, dust bands, detachable movement rims, hat-pin stems, and bracelet and necklace snap tongues. In addition, in the event that an article is marked under 3.5(4), the quality mark applied to the article shall be deemed not to apply to pin tongues, joints, catches, lapel-button backs, and the posts to which they are attached, scarf-pin stems, hat-pin sockets, shirt-stud backs, vest-button backs, and ear-screw backs, provided such parts are made of the same quality of platinum as is used in the balance of the article.

3.3. Trademark—If there is any quality mark printed, stamped, or branded on the article itself, there must also be printed, stamped, or branded on the said article itself the following mark to wit: A trademark duly applied for or registered under the laws of the United States of the manufacturer of such article; except that if such manufacturer has sold or contracted to sell such article to a jobber, wholesaler, or retail dealer regularly engaged in the business of buying and selling similar articles, this provision shall be deemed to be complied with if there is so marked on the said article the trademark duly registered under the laws of the United States of such jobber, wholesaler, or retail dealer, respectively; and there may also be marked on the said article itself numerals intended to identify the article, design, or pattern, provided, however, that such numerals do not appear or purport to be a part of the quality mark and provided that they do not tend to mislead or deceive anyone into believing that they are a part of the quality mark.

3.4. Quality marks, description—All quality marks applied to any article shall be equal in size and equally visible, legible, clear, and distinct, and no quality mark which is false, deceptive or misleading shall be applied to any article or to any descriptive device therefor. No more than one quality mark shall be applied to any article, and such quality mark shall be applied to such article in only one place thereon, except as elsewhere herein specifically permitted. Wherever in this Standard, provision is made for marking the number of parts or proportion of metals, such number or proportion shall refer to weight and not to volume, thickness, or any other basis.

3.5. Quality, contents—There shall not be applied to any article any quality mark nor any colorable imitation thereof, nor any contraction thereof, nor any addition thereto, nor any words or letters, nor any mark purporting to be or resembling a quality mark except as follows:

(1) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium,

ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metal or metals where solder is used, may be marked "Platinum," provided that the total proportion of the aforementioned metals other than pure platinum shall be no more than 50 parts per thousand of the entire article.

(2) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of the metal or metals where solder is used, and provided further that at least 750 parts per thousand of said article are pure platinum, may be marked "Platinum," provided immediately preceding the mark "Platinum" there is marked the name or abbreviation as hereinafter provided, of "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever of said metals predominates, and provided further that the proportion of such predominating other metal must be more than 50 parts per thousand of the entire article.

(3) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metals where solder is used, provided at least 500 parts per thousand of said article consist of pure platinum, may be marked with the word "Platinum," provided that said word is immediately preceded by a number indicating in parts per thousand the proportion of platinum in the entire article, and further provided that said mark "Platinum" be followed by the name or abbreviation as herein allowed, of such one or more of the following metals, to wit: "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium," that may be present in the proportion of more than 50 parts per thousand of the entire article. The name of such other metal or metals other than platinum, however, shall each be immediately preceded by a number indicating in parts per thousand the proportion of such other metal or metals in the entire article, as for example, "600 Plat.," "350 Pall.," or "500 Plat.," "200 Pall.," "150 Ruth.," "100 Rhod."

(4) An article consisting of 950 parts per thousand of any two or more of the following metals: Platinum, iridium, palladium, ruthenium, rhodium, and/or osmium with less than 500 parts per thousand of the entire article consisting of pure platinum, may be marked with the name "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever predominates in the said article, but in no event with the mark "Platinum," provided, however, that the proportion of such metal other than platinum so marked, must be marked in parts per thousand, and provided further that the name of such metal

other than platinum so used must be spelled out in full irrespective of any other provisions herein to the contrary.

(5) An article composed of platinum and gold which resembles, appears, or purports to be platinum, may be marked with a karat mark and the platinum mark, provided: (1) The platinum in such article shall be at least 985 parts per thousand pure platinum; (2) the fineness of the gold in such article shall be correctly described by the karat mark of said gold; (3) the proportion of platinum in such article shall be no less than 5 percent of the total weight of the article; and (4) the mark shall be so applied that the karat mark shall immediately precede the platinum mark, as for example, "14 K & Plat.," "18 K & Plat.," as the case may be it being expressly provided that in case the proportion of platinum exceeds the 5 percent provided herein, the quality mark may also include a declaration of the proportion of platinum, as for example, "18 K & 1/10 Plat.," or "14 K & 1/8 Plat.," or as the case may be.

(6) An article composed of platinum and any other material or metal not resembling, appearing, or purporting to be platinum, may be marked with the quality mark "Platinum," provided all parts or portions of such article purporting to be platinum, or reasonably resembling or appearing to be platinum shall be at least 985 parts per thousand pure platinum.

4. DEFINITIONS

For the purpose of this Standard, the following definitions shall apply:

Article—Article means any article of merchandise and includes any portion of such article, whether a distinct part thereof or not (including every part thereof whether or not separable), and also including material for manufacture.

Alloys of several metals—Platinum, iridium, palladium, ruthenium, rhodium, and osmium include alloys of each of the several said metals.

Mark—Mark means any mark, sign, device, imprint, stamp, or brand applied to any article, or to any tag, card, paper, label, box, carton, container, holder, package cover or wrapping attached to, used in conjunction with or enclosing such article, or any bill, bill of sale, invoice, statement, letter circular, advertisement, notice, memorandum, or other writing or printing.

Apply or Applied—Apply or applied includes any method or means of application or attachment to, or of use on, or in conjunction with, or in relation to an article, whether such applica-

tion, attachment, or use is to, on, by, in, or with (1) the article itself, (2) anything attached to the article, (3) anything to which the article is attached, (4) anything in, or on, which the article is, or (5) any bill, invoice, order, statement, letter, advertisement, or anything so used or placed as to lead to a reasonable belief that it refers to the article in question.

Quality mark—Quality mark means any mark as herein defined indicating, describing, identifying, or referring to, or appearing or seeming or purporting to indicate, describe, identify or refer to, the partial or total presence or existence of, or the quality of, or the percentage of, or the purity of, or the number of parts of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium in any article.

5. ABBREVIATIONS

For the purposes of this Standard, the following abbreviations shall apply:

Platinum—may be spelled in full or abbreviated "Plat."

Iridium—may be spelled in full or abbreviated "Irid."

Palladium—may be spelled in full or abbreviated "Pall."

Ruthenium—may be spelled in full or abbreviated "Ruth."

Rhodium—may be spelled in full or abbreviated "Rhod."

Osmium—may be spelled in full or abbreviated "Osmi."

6. EFFECTIVE DATE AND IDENTIFICATION

The effective date of this Standard is April 12, 1976. As of the effective date, reference to PS 69-76, may be made in contracts, codes, advertising, invoices, product labels, and the like, but no product may be advertised or represented in any manner which would imply or tend to imply approval or endorsement of that product by the National Bureau of Standards, the Department of Commerce, or by the Federal Government.

The following statements are suggested for use in representing products as conforming to all requirements of this Standard:

- (1) "This article conforms to all requirements established in Voluntary Product Standard PS 69-76, developed and published in accordance with the U.S. Department of Commerce *Procedures for the Develop-*

ment of Voluntary Product Standards. Full responsibility for the conformance of this product to the standard is assumed by (name and address of producer or distributor)."

- (2) "Conforms to PS 69-76, (name and address of producer or distributor)."

7. HISTORY OF PROJECT

In 1937 Commercial Standard CS 66-38, *Marking of Articles Made Wholly or in Part of Platinum*, was developed at the request of the Jewelry Crafts Association (renamed Jewelry Manufacturers Association, Inc.), supported by the Jewelers Vigilance Committee, Inc., and was published in June 1938.

In December 1974 the Jewelers Vigilance Committee, Inc., the recognized trade association for the jewelry industry, requested that the National Bureau of Standards initiate a revalidation of CS 66-38 under the *Procedures for the Development of Voluntary Product Standards*. Appointments were made to the Standing Committee, and the Jewelers Vigilance Committee, Inc., recommendation was forwarded to them in July 1975 for review. The Standing Committee indicated the standard should be revalidated and in December 1975 they were asked to vote on the appropriateness of the proposal. In February 1976 all members of the Standing Committee approved the proposal to revalidate CS 66-38.

The new edition of the standard was designated Voluntary Product Standard PS 69-76, *Marking of Articles Made Wholly or in Part of Platinum*, and became effective on April 12, 1976.

Technical Standards Coordinator:

C. W. Devereux
Standards Development Services Section
National Bureau of Standards
Washington, D.C. 20234

8. STANDING COMMITTEE

A Standing Committee has been appointed to assist in keeping this Voluntary Product Standard up to date. The names of the members of the committee are available from the Standards Development Services Section, Washington, D.C. 20234, which serves as the secretariat of the committee.

NBS TECHNICAL PUBLICATIONS

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NOTE: At present the principal publication outlet for these data is the *Journal of Physical and Chemical Reference Data (JPCRD)* published quarterly for NBS by the American Chemical Society (ACS) and the American Institute of Physics (AIP). Subscriptions, reprints, and supplements available from ACS, 1155 Sixteenth St. N.W., Wash. D. C. 20056.

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